

## Claims

What is claimed is:

20. In a client-server based architecture having a client side and a server side, a method for generating a subscriber profile vector for a subscriber, the method comprising:
- monitoring subscriber viewing activities including requests for source material initiated by the client side;
  - generating subscriber selection data, wherein the subscriber selection data corresponds to a record of the monitored subscriber viewing activities;
  - retrieving source related information corresponding to the requested source material;
  - retrieving heuristic rules associated with the source related information;
  - processing the subscriber selection data with respect to the source related information and the heuristic rules to generate the subscriber profile vector; and
  - storing the subscriber profile vector.
21. The method of claim 20, wherein
- said monitoring subscriber viewing activities includes monitoring time durations corresponding to the viewing times of the requested source material; and

said retrieving heuristic rules includes retrieving  
heuristic rules associated with monitored time durations.

22. The method of claim 20, wherein said monitoring  
5 subscriber viewing activities includes monitoring volume levels  
corresponding to subscriber selection volume levels; and

said retrieving heuristic rules includes retrieving  
heuristic rules associated with monitored volume levels.

10 23. The method of claim 20, wherein the heuristic rules  
define probabilistic measures of demographics associated with  
subscribers viewing the source material and the subscriber  
profile vector includes household demographic data indicating  
probabilistic measurements of household demographics.

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24. The method of claim 20, wherein the heuristic rules  
define probabilistic measures of program interests associated  
with subscribers viewing the source material and the subscriber  
profile vector includes household program preference information  
20 indicating probabilistic measurements of household program  
interests.

25. The method of claim 20, wherein the heuristic rules define probabilistic measures of product interests associated with subscribers viewing the source material and the subscriber profile vector includes household product preference information indicating probabilistic measurements of household product interests.

26. The method of claim 20, wherein said retrieving source related information includes context mining of textual information associated with the requested source material.

27. The method of claim 26, wherein the textual information is closed-captioning data.

28. The method of claim 20, wherein said retrieving source related information includes retrieving source related information from an electronic program guide associated with the requested source material.

29. The method of claim 20, wherein said generating subscriber selection data includes generating subscriber

selection data over a viewing session, and the subscriber profile vector corresponds to the viewing session.

30. The method described in claim 20, wherein said  
5 generating subscriber selection data includes generating subscriber selection data over multiple viewing sessions, and the subscriber profile vector corresponds to an average value for the multiple viewing sessions.

10 31. A data processing system for generating a subscriber profile vector in a client-server based architecture, the data processing system comprising:

means for transmitting a subscriber request for source material;

15 means for monitoring subscriber activity including means for monitoring the subscriber request for source material;

means for recording the subscriber activity as subscriber selection data;

means for retrieving source related information  
20 corresponding to the requested source material;

means for generating a program characteristics vector based on the source related information;

means for retrieving a set of heuristic rules associated  
the source related information;

means for processing the subscriber selection data with  
respect to the program characteristics vector and the set of  
5 heuristic rules to generate the subscriber profile vector; and

means for storing the subscriber profile vector.

32. The system described in claim 31, wherein

the means for monitoring subscriber activity further  
10 includes means for monitoring time durations corresponding to  
viewing times of the requested source material; and

the means for retrieving heuristic rules also retrieves  
heuristic rules associated with monitored time durations.

15 33. The system described in claim 31, wherein

the means for monitoring subscriber activity further  
includes means for monitoring volume levels corresponding to  
subscriber selection volume levels; and

the means for retrieving heuristic rules also retrieves  
20 heuristic rules associated with monitored volume levels.

34. The system described in claim 31, wherein the heuristic rules define probabilistic measures of demographics associated with subscribers viewing the source material and the subscriber profile vector includes household demographic data  
5 indicating probabilistic measurements of household demographics.

35. The system described in claim 31, wherein the heuristic rules define probabilistic measures of subscriber interests associated with subscribers viewing the source  
10 material and the subscriber profile vector includes a household session interest profile indicating probabilistic measurements of household interests.

36. A data processing system for generating a household  
15 demographic characteristics vector in a client-server based architecture, the data processing system comprising:

means for allowing a subscriber to request source material;

means for monitoring subscriber activity including means for storing subscriber selection data corresponding to the  
20 requested source material;

means for generating household viewing habits information from the subscriber selection data;

means for retrieving a set of heuristic rules associated  
the subscriber selection data;

means for processing the subscriber selection data with  
respect to the set of heuristic rules and the household viewing  
5 habits information to generate the household demographic  
characteristics vector; and

means for storing the household demographic characteristics  
vector.

10 37. The system described in claim 36, wherein the means  
for processing the subscriber selection data processes the  
subscriber selection data over a viewing session, and the  
generated household demographic characteristics vector  
corresponds to the viewing session.

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38. The system described in claim 36, wherein the means  
for processing the subscriber selection data processes the  
subscriber selection data over a period of multiple viewing  
sessions, and the generated household demographic  
20 characteristics vector corresponds to an average value for the  
multiple viewing sessions.

39. A data processing system for generating a subscriber profile vector in a client-server based architecture, the data processing system comprising:

5 means for selecting source material for a subscriber to view;

means for monitoring subscriber activity including

means for receiving the subscriber selections for source material, and

10 means for recording the subscriber selections for source material, wherein a record of the selections constitutes subscriber selection data;

means for retrieving source related information, wherein the source related information includes descriptive fields corresponding to the source material;

15 means for retrieving a set of heuristic rules associated the source related information;

means for processing the subscriber selection data with respect to the descriptive fields and the heuristic rules to generate the subscriber profile vector; and

20 means for storing the subscriber profile vector.



40. The system described in claim 39, wherein the heuristic rules define probabilistic measures of demographics associated with subscribers viewing the source material and the subscriber profile vector includes household demographic data  
5 indicating probabilistic measurements of household demographics.

41. The system described in claim 39, wherein the heuristic rules define probabilistic measures of program interests associated with subscribers viewing the source  
10 material and the subscriber profile vector includes household program preference information indicating probabilistic measurements of household program interests.

42. The system described in claim 39, wherein the  
15 heuristic rules define probabilistic measures of product interests associated with subscribers viewing the source material and the subscriber profile vector contains household product preference information indicating probabilistic measurements of household product interests.

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43. The system described in claim 39, wherein the means for retrieving source related information includes means for

context mining of textual information associated with the selected source material.

44. The system described in claim 43, wherein the textual  
5 information is closed-captioning data.

45. The system described in claim 39, wherein the means  
for retrieving source related information retrieves source  
related information from an electronic program guide associated  
10 with the selected source material.

46. The system described in claim 39, wherein the means  
for processing the subscriber selection data processes the  
subscriber selection data over a viewing session, and the  
15 generated household demographic characteristics vector  
corresponds to the viewing session.

47. The system described in claim 39, wherein the means  
for processing the subscriber selection data processes the  
20 subscriber selection data over a period of multiple viewing  
sessions, and the generated household demographic

characteristics vector corresponds to an average value for the multiple viewing sessions.

48. An Internet browsing system comprising:

5 an input device for allowing a subscriber to select source material to view;

a monitor for displaying the selected source material; and

a profile generator for generating a profile of the subscriber based on the selected source material and a set of  
10 heuristic rules associated with the selected source material.

49. The system of claim 48, wherein the profile generator includes:

means for tracking the subscriber selections for source  
15 material;

means for the retrieving the source material;

means for generating a content characteristics vector based on the source material; and

means for processing the subscriber selections with respect  
20 to the content characteristics vector and the set of heuristic rules to generate the subscriber profile.

50. The system of claim 48, wherein the profile generator includes:

means for monitoring subscriber activity;

5 means for generating viewing habits information from the subscriber activity; and

means for generating a viewer characteristics profile based on the viewing habits information and the set of heuristic rules.

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51. The system of claim 48, wherein the profile generator includes:

means for monitoring subscriber activity including recording subscriber selections for source material;

15 means for retrieving the source material; and

means for generating the subscriber profile.